

— **WE HOSTED FATİH KACIR**
DEPUTY MINISTER

POLAT MAKİNA —
RETURNED FROM SPAIN WITH AN AWARD

— **INTERVIEW**
“A SALE REPRESENTS A WIN-WIN
PROCESS IN THE LONG RUN.”

Dr. Erkan Şimşek

INTERVIEW —
“OUR AIM IS THE RIGHT MACHINE
AND THE RIGHT PROJECT”

Onur Öder

— **WE LAUNCH OUR NEW BRAND**
PG SOLUTIONS

GET WELL

TÜRKİYE



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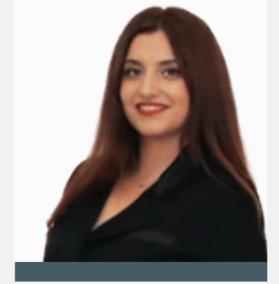
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The Editor's Note

Dear Readers,

We have a new issue coming out in the second quarter of 2023. Since our last edition, a very hard time has been experienced by our nation. Days of severe loss followed the earthquake calamity, which had Kahramanmaraş as its epicenter. Regrettably, the tough circumstances in our nation persist. After these occurrences, I think that normalization will be challenging for a very long time. Nonetheless, I think that as a nation, we should draw lessons from our suffering. My heart was warmed most during this time by the remarkable solidarity I saw, which I believe is crucial to the survival and unity of our nation. I am convinced that Aydın and its bordering provinces, along with our business, the local businesses, and most importantly, our people, have set a high standard for cooperation. The fact that we are feeling this sense of unity at a time when all of our provinces and people are striving to go above and beyond what they can, in my opinion, is tremendously valuable and invigorating.

I genuinely hope that all of us will be able to get through this trying time and that it won't happen again.

In honor of the release of our newest issue, I'd like to say goodbye. For the past three years, I have served as the Chief Editor. I won't be with you in the forthcoming issues due to a change in my career, but I'll still be a devoted reader of Polat Life. With a new editor, the journey of our magazine will go on.

I want to thank the Polat Group family and all of our readers for supporting us and contributing to our magazines.

Keep yourself healthy,

Gülçin Çiçek

Corporate Communications Specialist
Polat Group Holding

G E T W E L L

T Ü R K İ Y E

The Kahramanmaraş earthquakes occurred 9 hours apart on February 6, 2023, and were felt throughout our entire nation, particularly in Kahramanmaraş, Gaziantep, Malatya, Batman, Bingöl, Elaz, Kilis, Diyarbakır, Mardin, Siirt, Şırnak, Van, Muş, Bitlis, Hakkari, Adana, Osmaniye, and Hatay.

In these hard times for our country, we will continue to offer as much support and solidarity as we can and work together to heal our wounds.



► We hosted Mr. Mehmet Fatih KACIR, Deputy Minister of Technology and Industry.

Our companies Polat Makina and Polat Group Redüktör, which received support within the scope of the "Technology Oriented Industrial Move" project prepared by the Ministry of Technology and Industry, continue to add value to the Turkish economy with their new innovative products.

We welcomed Mr. Mehmet Fatih KACIR, Deputy Minister of Technology and Industry, and the delegation that was with him to our headquarters on December 22, 2022. Along with Aydın provincial protocol, Deputy Minister, National Technology General Manager Zekeriya Coştu, and Geka Aydın, Investment Support Specialist

visited our facilities and learned the most recent status of our new factory sponsored under the "Technology-Oriented Industrial Move" initiative.

Deputy Minister Mehmet Fatih KACIR spoke with members of our production team and learned more about the operational procedures. Mr. İbrahim Polat, the chairman of the board of Polat Group Holding, and other board members were in close contact with him.



► International Women's Day at Polat Group Holding

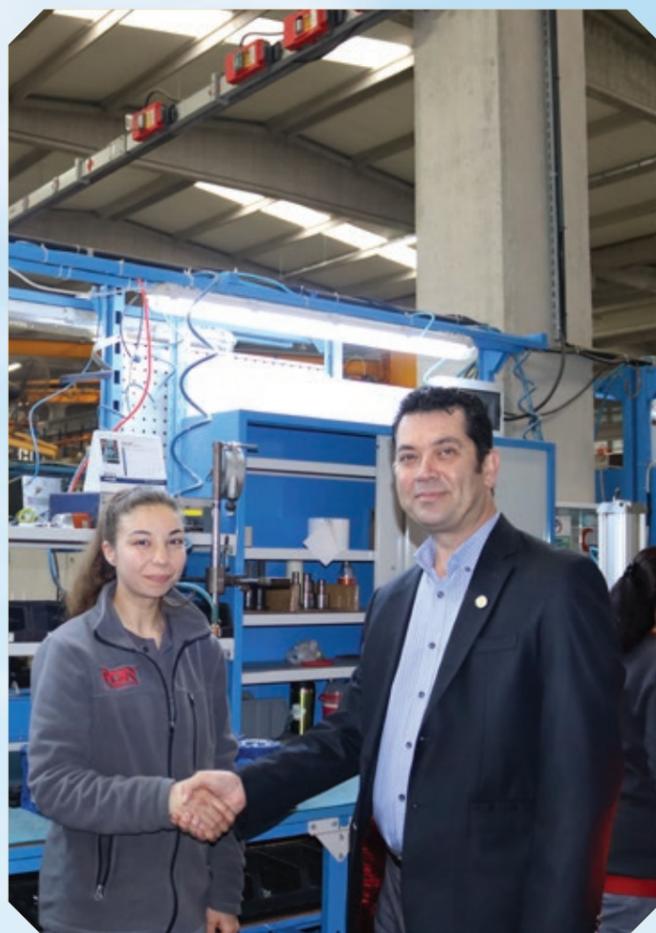
As it does each year, Polat Group Holding observed International Women's Day on March 8. Ahmet Doğan, our director of Human Resources and Corporate Development, stressed the status of female employees in society and called attention to their accomplishments and achievements in the workplace. He noted that it is important to recognize the accomplishments of women and that Polat Group Holding gives its female employees equal access to possibilities for success in the workplace.

He added that they are prepared to support initiatives put forth to provide women a greater voice in business and more opportunities for leadership roles. On International Women's Day, the Human Resources and Corporate Communications team gathered with female colleagues and gave them gifts while expressing their optimism for the time when positive discrimination will no longer be necessary.

Happy International Women's Day to all women of the world on March 8.



March





► Strategic Planning Workshop for 2023 was held.

We organized a strategic planning workshop with employees from Polat Makina and Polat Group Holding. The workshop discussed the Polat Makina 2023 SWOT analysis and departmental targets, all processes were conveyed by the authorities, and common goals were brought back to the agenda.



News From Us

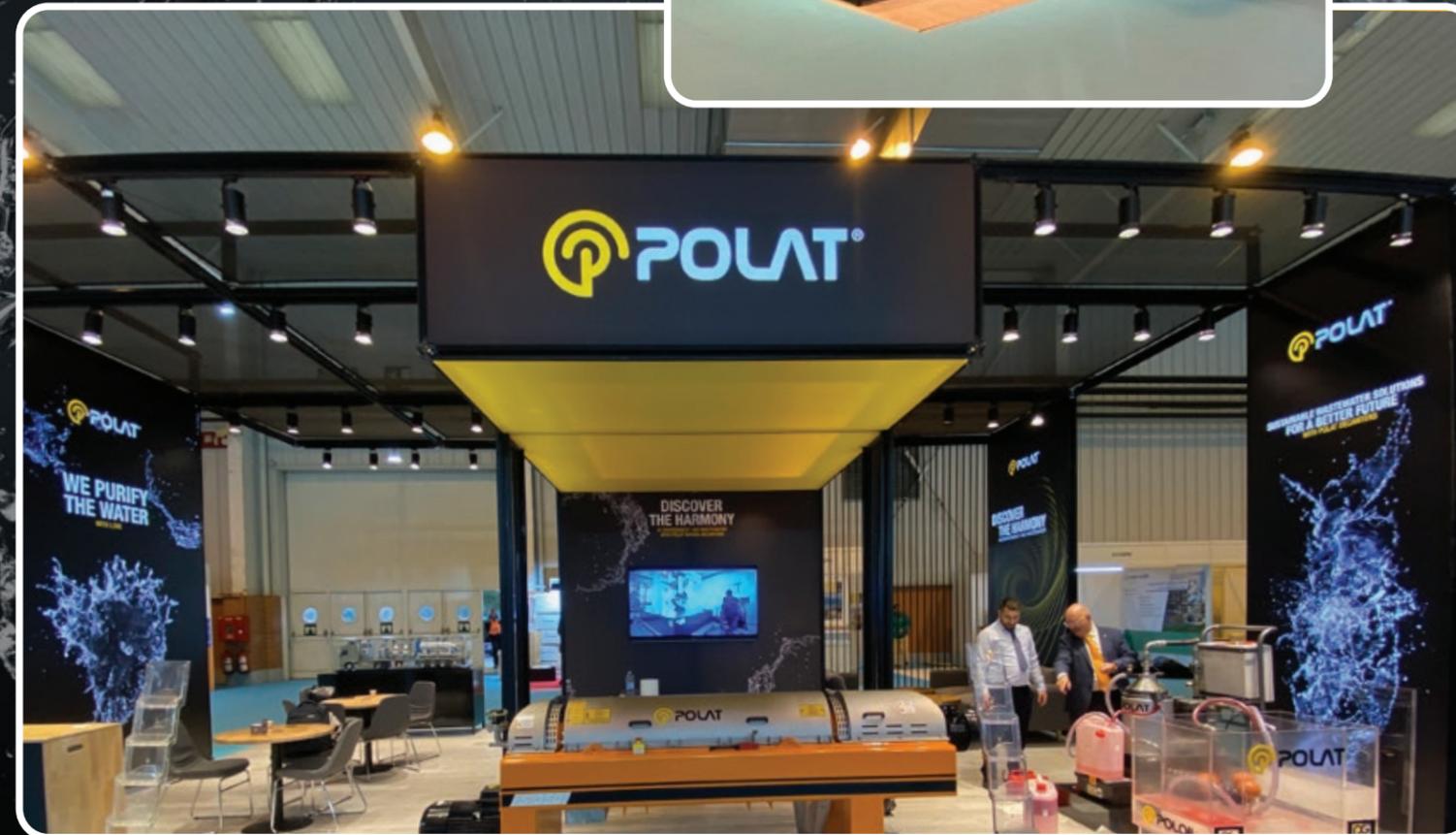
News From Us

► Polat Makina Returned from Spain with an Award

Polat Makina received the “Best Design Award” at the SMAgua 2023 International Environment and Wastewater Exhibition, held March 7-9 in Zaragoza, Spain.

At the SMAgua Fair, which attracted 480 companies, the winning stand design was chosen based on its creativity, ingenuity, and harmony. Our booth design, which expressed our inspiration from the strength of nature and the flow of life, won the “Best Design Award”.

It is especially significant for us that this award comes from the SMAgua Fair, as it is the first major step toward strengthening our presence in the Spanish market. Another reason we consider winning the award at this fair to be extra significant is that it is the first fair where the new stand concept we have determined for 2023 will be implemented for the first time. Aysu Sağdıç, Brand and Marketing Manager at Polat Makina, commented on the award: “The fact that the design concept that we will use in our fairs for an entire year was honored with such a prestigious award in its first application has inspired and encouraged us for our future marketing efforts. I'd like to thank our stand designer, creative agency, and all of my teammates who helped with the stand design. We hope to share more of our creative endeavors with you in the future.”



News From Us



► Persuasion Techniques Training was held

The trainings for 2023 have already begun in full swing with the Persuasive Techniques Training that took place in the first quarter of the year.

The training began with PGR Marketing Manager Hasan Tahsin GÜRLEK's "Definition of Persuasion," after which there were presentations and brainstorming sessions on the subjects of "Brain and Persuasion Process, Representation Systems, Psychology of Persuasion, and Persuasion Strategies."



► Effective Presentation Techniques Trainings

On January 4th, 11th, 13th and February 23rd the the managers and staff of the departments of Sales, Marketing, R&D, Product Development, and Method received training about effective presentation skills. Also, participants from various Polat Group Holding departments were ready in the training that was held in the Umurlu training hall. In the course, subjects like preparation and planning for good presentations, fundamental presenting guidelines, and technological considerations and presentation content were covered.

PGR Marketing Manager Hasan Tahsin GÜRLEK told the participants what to pay attention to during the preparation process before the presentation, how to increase the impact of the audience and, how to impress the audience, and how to create a memorable presentation. The training also covered technical details such as the presentation's technical scope and content, the use of slides, the flow of the presentation, and technical details such as body language and

communication language to be used with the audience. In the program, which included featured video clips of well-known speakers who have previously spoken at numerous national and international events, practical techniques were also highlighted. The presentation also covered common mistakes that should not occur and practical tips on how to avoid them.

Following the two hours of instruction, the participants produced 3-5 minutes length presentations on subjects of their own preference shared them with their colleagues, and did so in accordance with the methods they had just learned. After their individual performances, the feedback were also. Participants reported that the training helped them become more self-assured and productive in addition to giving them highly relevant information regarding preparing and content when giving presentations.





► Digital Marketing Training for Sales and Marketing Employees at PGR

Employees of our group company Polat Group Redüktör who work in domestic sales, foreign sales, and marketing received digital marketing training. The training was conducted at our Umurlu plant on December 17th and 24th by our Marketing Manager, Hasan Tahsin GÜRLEK. Social media, digital footprints, SEO, and digital marketplaces were some of the subjects covered in the course, as well as internet usage worldwide and in Turkey.

PGR executives emphasized the importance of digital marketing competencies for all sales employees in light of today's technologies. He stated that in order

to improve and remain competitiveness of a company in the field of Digital Marketing, the employees of the company must constantly develop themselves.

It is reported by PGR company directors that "Today, digital marketing is one of the most important sales and marketing methods. With the rapid increase in internet use, it is critical for businesses to be competent in digital marketing and to follow trends in order to gain a competitive advantage. By adopting this awareness, Polat Group aims to be a pioneer in its sector with the digital marketing training it provides to its employees."

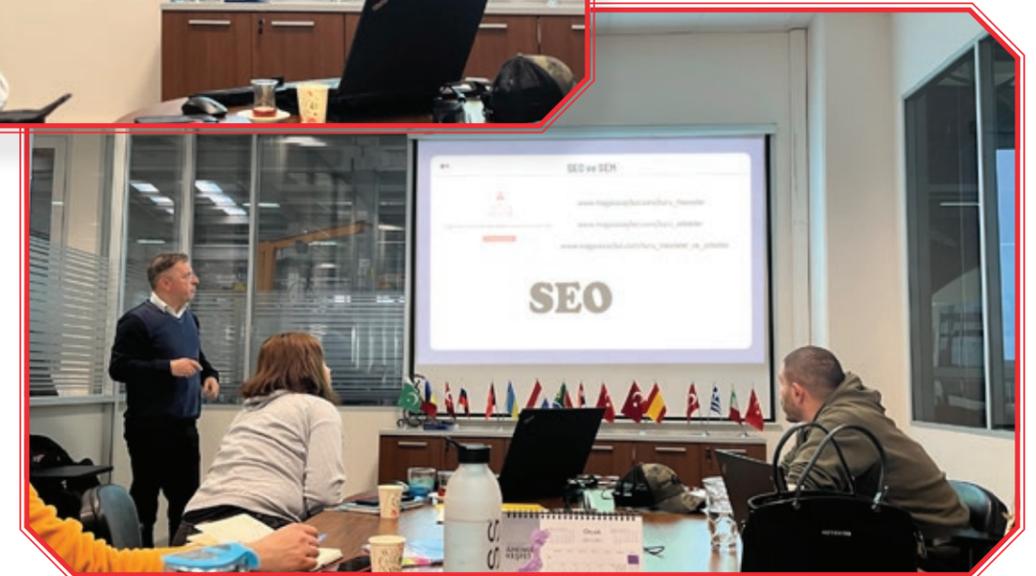
► Training in Communication Skills for the PGR Team

The program, which aims to give the Sales, Marketing, R&D, and Graphic Design teams crucial communication skills, was held in the training room of the Umurlu facility. The workshop, which took place on January 20th and 27th 2023, began with a definition of communication before moving on to interactive discussions of themes including empathy, effective listening, feedback, and representation systems. The views of attendants were exchanged, particularly on poor communication techniques and communication errors that involved interactions on social media with real-world situations.

The training's objectives, according to Hasan Tahsin GÜRLEK, Marketing Manager of PGR, were to assist participants in developing more

accurate empathy, strengthening their capacity to provide and receive feedback, and enhancing their ability to listen effectively. In addition, advice on how to strengthen managerial competences through effective communication strategies was provided, and actual applications were made.

At the conclusion of the course, the participants said that their communication abilities had improved and that they had learned strategies for communicating more successfully in the workplace. The managers of Polat Group Redüktör declared that they would continue to develop their employees' skills through such trainings and that other trainings of a similar nature would be scheduled in the near future





► Polat Makina's After-Sales Services Assessed the Previous Year.

On March 1st, 2023, the After Sales Services gathered for this year's first annual evaluation meeting at Anemon Hotel in Aydın. At the meeting, the targets for 2023 were revealed with the staff in addition to the general review and business outcomes for 2022.

A workshop was organized at the conference to explore the steps that should be taken to improve the quality of servicing and maintenance

activities of After Sales Services and to boost client satisfaction.

Presentations were delivered by the workshop and Olive Oil Service Managers Semih SUNAL, Özgür KARA, Mehmet GÜNDÜZBEY, and Cihan ÖNER, the pricing and process development manager.

Our New Brand PG Solutions is With You

We are collaborating on process design and engineering. Our team with profound experience in the sector have project their knowledge into designs and work to ensure that our solution partner have best. We recommend you to visit our website www.pgsolutions.com.tr to get more detailed information about our processes and solutions.

Let's take a closer look at the Standardizer, which is one of the solutions offered by PG Solutions.

PG Solutions Standardizer presents optimization of standardization of fat, total solids and non-fat solids content in milk and cream on a scale not previously possible by continuous standardization.

PG Solutions Standardizer which is instrumented with highly precise controls improves production profiability for low and high fat drinking milk, cheese milk, milk for fermented products, market cream, butter cream, coffee cream and formulated products etc.



Highlights

- 1 Standardization accuracy up to $\pm 0,008\%$,
- 2 Wide product range
- 3 Short ROI*
- 4 High product quality and food safety
- 5 Flexiable and Future-ready
- 6 Low operating costs

Working Principle

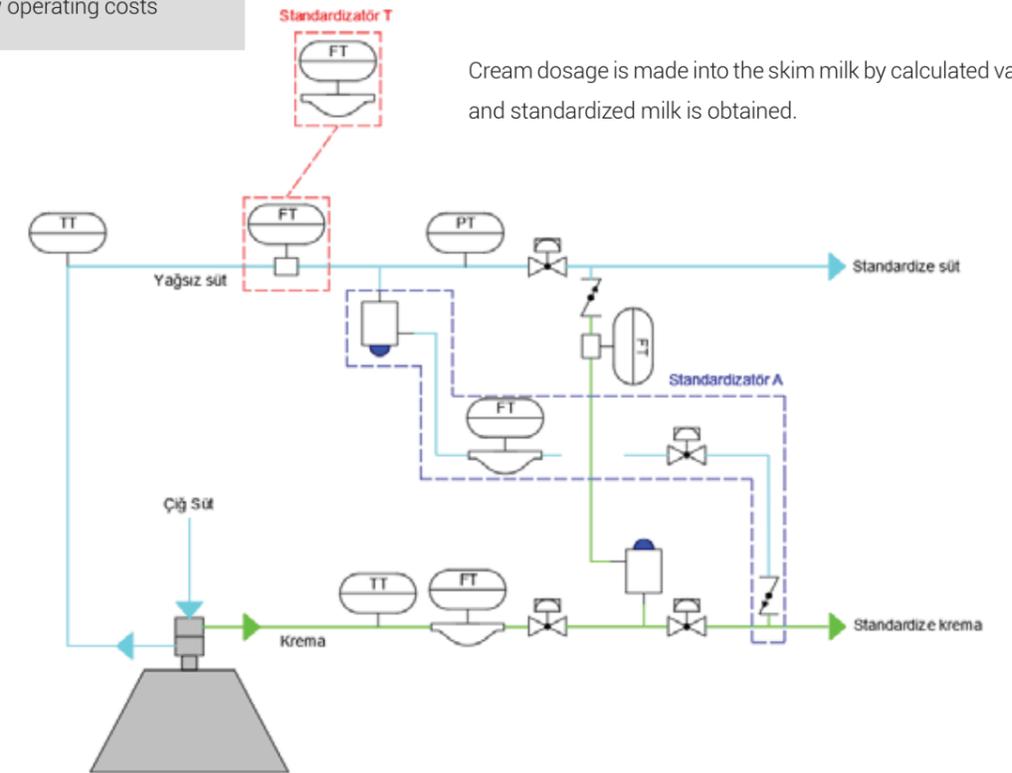
The system ensures a constant fat content by continuously controlling the back pressure of the separator cream outlet.

On the skim milk and cream line, density and mass flow are measured and the fat content is calculated.

It is defined the desired set values for standardized milk and cream.

The system calculates the amount of the cream to be dosed into the skim milk in relation to measurements and set values.

Cream dosage is made into the skim milk by calculated value, and standardized milk is obtained.



We customize PG Solutions Standardizer considering your needs and requirements.

You can find the descriptions of the basic models in our standardizer portfolio below.

For related models;

- Standardization accuracy,
- Additive dosing solutions,
- Cold processing etc.

You can contact us for special solutions.



* (The ROI period is calculated as 1.8 years with $\pm 0.025\%$ standardization accuracy, with 16 hours of operation per day for 10.000 lt/h capacity)



PG Standardizer B

It has designed to standardize the fat ratio of cream and milk according to defined(set) value, in which the fat ratio of raw milk is accepted as constant and defined manually.

PG Standardizer T

It has designed to standardize the fat ratio of cream and milk regardless of raw milk fat ratio.

PG Standardizer A

It has designed to standardize low-fat (eg. <25%) cream and milk at the desired value, regardless of raw milk fat ratio.

		Standardizer B	Standardizer T	Standardizer A
Capacity (lt/s)		3.000 - 40.000		
Standardized milk fat content		%0,5 - (Raw Milk - %0,2)		
Fat content of cream	min.	25%	25%	10%
	max.	65%	65%	65%
Standardization accuracy*,**	min.	±%0,18	±%0,08	±%0,08
	max.	±%0,43	±%0,23	±%0,23

*Calculated for 10.000 L/h. Values may vary for different capacities.

**Standardization accuracy can be selected according to measurement technique and precision.

Let's calculate your gain with more precise standardization:

Daily working hours	hours	16
Annual working days	days	300
Raw milk flowrate	L/h	10.000
Raw milk fat content	%	4,00
Cream fat content	%	45
Skim milk fat content	%	0,05
Standardized milk fat content	%	3,00
Cream price	€/kg	5

		Ideal	±%0,045 (Industrial acceptance)	±%0,025	±%0,010
Standardized milk fat content	%	3,000 %	3,045 %	3,025 %	3,010 %
Daily surplus cream	kg/day	3.810	3.700	3.748	3.781
Annual surplus cream	kg/year	1.142.857	1.109.921	1.124.436	1.134.300
Annual surplus cream sale	€/year	2.571.429 €	2.497.323 €	2.529.981 €	2.552.176 €
			-74.106 €	-41.448 €	-19.253 €
			According to ±0.045%	32.658 €	
				According to ±0.045%	54.853 €

News From Us

► Polat Makina Kaizen Awards were given.

"Kaizen Suggestions Blue Collar Awarding Ceremony" covering second half of 2022 was held on 15th of March Wednesday at the plant of Polat Makina. The awards were submitted by Latif Mutlu ŞAHAN, COO of Polat Makina and Engin AYDINOĞLU, Assistant General Manager of Polat Makina.





► We Sponsored Algae Nexus Conference

As Polat Makina, we sponsored the “Algae Nexus” conference, which was attended by top algae researchers.

Under the auspices of Boğaziçi University Technopark, the Algae Nexus Conference brought together academics, industry stakeholders, and algae enthusiasts from around the world in Istanbul. The conference focused on algae's applications in food, health, fertilizer, feed, energy, the environment, and other cutting-edge biotechnological fields.

The Algae Nexus Conference, where algae, a candidate for one of the most important future resources, is discussed academically and sectorally, and a roadmap for a more sustainable future is drawn. Polat Makina, which works in the production cycle, sponsored and participated in the event, explaining how our extraction and centrifuge technologies make the extraction of algae products more efficient and sustainable.



News From Us

Discover The Harmony

in Algae Application

with Polat Supercritical Fluid
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Centrifuge & Extraction Technologies

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Algae: A Versatile and Valuable Resource for a Sustainable Future

For decades, algae, a simple photosynthetic organism, has served as a source of inspiration for a variety of industrial applications. Algae have a high productivity in producing biomass, oil, and various bioactive compounds, making them a valuable resource for many industries. The use of algae as a sustainable resource is becoming more appealing due to its potential to replace traditional fossil fuel sources and reduce the negative environmental impact of industrial processes.

1. Biodiesel production: Biodiesel, a renewable alternative to petroleum-based diesel fuel, can be made from algae oil. Biodiesel derived from algae is biodegradable, non-toxic, and emits fewer greenhouse gases than conventional diesel. Algae oil production is much more efficient than other crops because it can produce up to 30 times more oil per unit area than traditional oil crops such as soybeans and palm oil. Algae also has the advantage of being able to grow on unsuitable

agricultural land, eliminating the need to occupy valuable agricultural land.

Many companies have invested in large-scale algae cultivation and oil extraction facilities, proving that algae-based biodiesel production is economically viable. When compared to conventional diesel, algae-based biodiesel has been shown to reduce greenhouse gas emissions by up to 85%, making it an appealing alternative for the transportation industry. Increased use of algae-based biodiesel can help reduce reliance on fossil fuels, improve air quality, and mitigate climate change.

2. Food and nutrition: Algae are rich in essential fatty acids, amino acids and vitamins, making algae an important part of the food and nutrition industry of the future. Products such as spirulina, chlorella, nori are food supplements or food additives due to

their high nutritional value. Algae is a complete source of protein, containing all essential amino acids necessary for human health. It is also rich in vitamins and minerals, making it a valuable ingredient for functional food products.

Algae are also rich in Omega3 fatty acids, which have many health benefits, including reducing the risk of heart disease and improving brain function.

Algae-based products are also suitable for people with food allergies as they are gluten-free and do not contain soy or dairy. With the increasing demand for functional foods and nutritional supplements, the market for algae-based products is expected to grow in the future.

3. Cosmetics and personal care: Algae-based products are widely used in the cosmetics and personal care industry.

Algae extracts contain antioxidants, anti-inflammatory substances and moisturizing properties that make them useful in skin care products such as lotions, face masks and serums. Algae has also become a popular ingredient for anti-aging products due to its skin firming properties.

The cosmetics industry is rapidly adopting algae-based ingredients due to their natural origin, biodegradability and non-toxicity. Algae-based skin care products have been shown to have a positive effect on skin health, improving skin hydration and reducing the appearance of fine lines and wrinkles. With the growing trend towards natural and sustainable beauty products, algae-based skincare products are expected to gain popularity in the future.

4. Water purification: Algae can be used in wastewater treatment; as they can absorb pollutants

Uğurkan Bozkurt
Marketing Assistant
Specialist



and reduce levels of nitrogen, phosphorus and other toxic substances. Algae can also remove heavy metals and radioactive substances from polluted water. Algae-based wastewater treatment systems are cost-effective, more energy-efficient and environmentally friendly compared to conventional wastewater treatment methods.

The use of algae in wastewater treatment has numerous benefits such as reducing the amount of pollutants released into the environment and improving the quality of water resources. This not only protects the environment, but also provides clean water for municipalities and industries, improving public health and reducing the risk of waterborne diseases.

In conclusion, algae is a versatile and valuable resource with numerous applications in various industries. Using algae as a sustainable resource provides numerous benefits, such as reducing greenhouse gas emissions, providing clean water and producing high-quality food and personal care products. With continued research and investment, algae has the potential to play an important role in reducing our dependence on fossil fuels and reducing the impact of industrial processes on the environment. Algae is expected to grow in importance in the future and become a key player in the transition to a more sustainable and environmentally friendly future.

Using Supercritical Fluid Extraction for the Production of Algae-Based Products

Supercritical fluid extraction is an important technique for the extraction of valuable components from algae, including lipids, pigments and bioactive compounds. The process uses supercritical CO₂ as solvent, which is environmentally friendly and has the advantage of being easily separated from the extracted components. In addition, supercritical fluid extraction does not require the use of harmful chemicals or solvents, making it a much safer and sustainable alternative to traditional extraction methods.

This method has been used in the extraction of high-value components from microalgae such as astaxanthin, betacarotene and phycobiliproteins, which have numerous applications in the

food, cosmetic and pharmaceutical industries. Research on the extraction of lipids from macroalgae using supercritical fluid extraction has also yielded promising results for the production of biofuels and other products.

Consequently, the use of supercritical fluid extraction to extract valuable components from algae adds another dimension to the versatility and value of this sustainable resource.

This technique has the potential to further enhance the production of environmentally friendly products and contribute to a more sustainable future.



► What is Self-Motivation ?

There may be days in our factory when we struggle to meet our objectives. Developing self-motivation can provide you with the push you need to complete a difficult task. Self-motivation can provide a sense of accomplishment and determination to complete more tasks. This article will explain what self-motivation is, why it is an important quality to have, and how you can use it in the workplace.

Self-motivation is what allows you to efficiently complete various tasks. It raises your awareness of why you want to complete a specific task and encourages you to keep going until you complete it successfully. When you complete a task or reach a goal, you are satisfied and proud of yourself. Self-motivation will push you to complete similar tasks in the future.

Dopamine is the feeling of accomplishment that you get when you finish a task. It works inside your neurons to motivate you to work toward specific goals and achievements. Dopamine must be efficient and purposeful in order to function properly. This is where your motivation comes into play.

Pushing and motivating yourself to achieve goals helps to mobilize dopamine and can lead to greater success.

Self-motivation can assist you in creating the drive and tenacity needed to accomplish a variety of chores and objectives throughout the course of a workday. You will be able to tell that you are working harder and accomplishing more goals if you exhibit strong levels of self-motivation at work. Being highly motivated at work increases productivity and inspires pride in the accomplishments you produce. Promotions at work, solid working relationships with coworkers, and the chance to work on additional projects that you are enthusiastic about can all result from self-motivation and the drive to succeed.

Self-motivation can start as a resolution with the ability to quickly turn into a habit. Below are some ways to start self-motivating yourself until it becomes a habit:

1. Set goals for yourself.
2. Create a plan to achieve each goal.
3. Create a reward system for yourself.
4. Challenge yourself to learn new things
5. Surround yourself with other motivated people.
6. Encourage yourself to think positively.
7. Maintain a healthy lifestyle.
8. Push yourself out of your comfort zone.

Self-motivation is a driving force that propels us forward. It promotes continuous learning and success in any situation. Self-motivation is the primary means by which we achieve our objectives and progress. It is fundamentally about our ability to be creative in setting dynamic goals for ourselves, as well as our belief that we have the skills and competencies to achieve these difficult goals. We frequently require self-motivation.

Ways/techniques for self-motivation are as follows:

Communicate and talk to stay motivated: Communicating with others can energize you and keep you on track. Talk to people who are upbeat and motivated. They could be coworkers, friends, or anyone with whom you can exchange ideas.

Stay optimistic: When faced with challenges, we always look for solutions to overcome them. Understanding the positive aspects of the negative is equally essential.

Discover your interest: If the individual has no interest in the task but must complete it, he or she should connect it to a larger end goal.

Track and record your success: Create a success bar for the current assignments you're working on. When you notice any progress, document it by writing it down.

Rising energy level: Energy is critical for self-motivation. Exercise on a regular basis. Sleep soundly. During breaks, drink tea or coffee to refresh yourself.

Help, support and motivate others: Discuss and share your thoughts and ideas with friends and peers to keep them motivated. When we see others succeed, it motivates us as well. Invite others to provide feedback on your accomplishments.

Encourage learning: Encourage learning at all times. Read and understand the purpose and logic of reading. Learning increases a person's confidence to begin new things.

Break down your bigger goals into smaller ones: Set a short deadline for each smaller goal to reach the bigger goals on time.

Success in your self-motivation journey will bring you hope and happiness at work.



Selçuk Karaata
Strategic Planning
Consultant



“The Right Machine and the Right Project”

We present to you, our valued readers, our pleasant conversation with **Onur ÖDER**, our Project Manager.

Hello Mr. Onur, Could you tell us about your position at Polat Makina and what you do??

First and foremost, I'd like to introduce myself. I am married and have one child. In 2006, I completed the Department of Mining Engineering at Dumlupınar University's Faculty of Engineering, which I began in 2002. In 2007, I completed my military service. I then enrolled in certificate programs offered by various educational institutions.



Onur Öder
Proje Yöneticisi
Polat Makina



Some of these are Turkish-American Cultural Association English Training, YORKT-RADE Foreign Trade Specialization Certificate, TMMO Mining Engineering Permanent Supervisor Certificate, AutoCAD Training, Occupational Health and Safety Class C Occupational Safety Specialist Certificate, SOLI- DWORK Training.

After working in various mining companies until 2016, I began working in the Polat Makina R & D Project application department in 2016.

I am now a Project Manager at Polat Makina, where I began as a Project Engineer.

We generally work in the project implementation department on the creation of drawings for olive oil container system projects, project design, and the creation of settlement infrastructure drawings. In addition to these tasks, we keep an eye on the integration and control of the drawings we publish on the customer site, as well as the compliance of the opened sales orders with the project.

Aside from that, it entails determining machine type in industrial applications, creating projects in accordance with customer demands, creating layout drawings in this direction, providing technical documents, determining auxiliary equipment, determining suppliers, managing cost studies, and reporting them to a higher authority.

The provision of customer site visits and explorations, the continuation of sampling and analysis, the production of reports, field testing activities, and, in some situations, supervision

services are all included in the scope of Special Industrial tasks. We follow these missions in Turkey and abroad

Could you briefly describe the projects you have been working on lately?

Our projects are customer-focused, and I'd like to state right away that they reach the end user. Interest in mobile field solutions has grown significantly in the last three years. As Polat Makina, I'd like to state that we've completed a number of projects in this area. We can also say that these demands are gradually increasing in our country

We have been following a government tender that has been finalized for us. In this tender project, we are working hard to integrate de-

canters and auxiliary equipment into the trailer for dewatering wastewater. I can confidently say that our project will be completed this year. In the end, it will be a good project.

We have taken steps this year to enter new markets and sectors. We have, in fact, accelerated production of protein flours and oils (Renderig), which are inputs in the production of vegetable oils and animal feed. The majority of the requests come from outside the country. In addition, there are domestic demands.

Furthermore, we are working on intensive projects for Bilge-water separation and waste oil recovery, both as mobile units and as a built-in facility (Turnkey). These

projects are also thorough and detailed.

How many people are on your project team?

With the addition of our new colleagues, we now have 12 people on our team. In addition, we are expanding our infrastructure. Every day, our team grows stronger. We are also quickly acclimating newcomers to our work so that we can continue on this path together. Engineers, technicians, and draftsmen for construction make up our team.

Are you working on any new projects with your team for the first time? What steps do you take?

Naturally, it does. Our decanters and separators can be used in a variety of industries. If our customers' goal is solid liquid separation or liquid liquid separation, and if the product they want to separate physically allows

it, we can provide solutions at those points. This, of course, results in the introduction of new products and processes in a variety of new industries.

Petroleum and mineral oils, mining, chemicals, pharmaceuticals, vegetable oils, animal fats, milk and dairy products, biogas, and wastewater are common examples. In these processes, we first set up a meeting with our customer, who makes a request for a product that we are unfamiliar with and are hearing for the first time. We will conduct site reconnaissance if necessary. We try to comprehend both the product and the process. In addition to these, we examine articles and documents. We request samples and even organize test activities on-site to see the separation of the product by centrifuge. We are also attempting to expand this practice internationally. If this is not possible, we may request some tests from our customers. Our customers communicate these to us as well by running these tests. Based on this informa-

tion, we begin to select the machine, design the process, and launch the project. We can sometimes provide customized solutions based on the needs of the customer. We also inform our customers that they can find a solution using a different technology.

Our aim is to achieve our goals and customer satisfaction with the right machine and the right project.

Which industries and products have you been focusing on recently?

We can say that the recent Russia-Ukraine war, which has captivated the world's attention, has increased the diversity of these sectors and products. War is a terrible and unjust situation, but it has provided an excellent opportunity for our country.

Recently, the majority of project requests have come from wastewater treatment plants, petroleum refining

plants, chemical by-products, food products, the paper industry, and various vegetable oils.

We provide our product line for these industries. If the machine park we have for these industries is insufficient and a new machine design is required, we act quickly. We're researching our competitors. We respond quickly to our customers' solution suggestions.

“
Our aim is to achieve our goals and customer satisfaction with the right machine and the right project
”



► Experimental and Modal Analysis of Decanter Screw

In this study, the modal parameters of the vane rotor of the decanter are investigated experimentally and numerically. In the experimental analysis, modal analysis of the bladed rotor is performed and modal parameters such as natural frequencies are presented under free boundary conditions. In the numerical analysis, the natural frequencies and mode shapes of the rotor are presented. The natural frequencies of the rotor and blades obtained numerically and experimentally are compared.

Our article was presented at Manisa Celal Bayar University III. National University Industry Cooperation, R&D and Innovation Congress on December 29, 2020.

The article was contributed to by Polat Makina Technical Assistant

General Manager Engin AYDINOĞLU, Sevgi BOZDOĞAN, M. M. Fatih KARAHAN, and B. Burak ÖZHAN





“Sales represents a win-win process in the long run.”

We discussed the gearbox market with Dr. Erkan Şimşek, General Manager of Alp Güç Aktarma Teknolojileri A.Ş.

Hello, Mr. Şimşek. Can you tell us a little about yourself and your dealership process so we can get to know you better?

Born in Izmir in 1979, I pursued my master's and doctoral degrees at Aydın Adnan Menderes University after completing my undergraduate studies at Ege University. Until 2017, I worked in academia on scientific studies and projects. I am an expert in machine and biosystem design. Throughout my academic career, I have worked as an executive or researcher on nume-

rous projects involving private-sector-industry collaboration. I was able to learn more about the machinery industry as a result of these collaborations. I helped manufacturers gain access to support by forming working teams on issues such as qualified technical information, economic support elements, and quality project production. The friendships I formed during this process led me to position myself as an academician in the machinery sector.

Interview

Gülçin Çiçek
Corporate Communication Specialist
Polat Group Holding

How did you become acquainted with the gearbox industry? Can you tell us your story?

I gave post-doctoral lectures on machine elements and machine theory at the university. I conveyed the working principle and structure of the gearbox to my students within the scope of these lessons. As a result of my active work in the machinery manufacturing industry, I joined the sector in 2017 as a sales representative for the feed mixing gearboxes developed by Polat Group Redüktör for the livestock sector.

In order to put my academic and gearbox achievements into a corporate structure, we established Alp Güç Aktarma Teknolojileri Sanayi ve Ticaret Anonim Şirketi in Bursa (headquarters) and Aydın (warehouse) in April 2021 and completed our dealership process. With expert PhD and graduate engineers within the company, we provide technical support to the sector in the areas they require on powertrain technologies ranging from design to production processes.

How would you rate Turkey's gearbox industry? What are the specific markets and products to which you sell?

The Turkish gearbox market is expanding rapidly in tandem with the development of the Turkish machinery industry. The economic conditions created by the recent pandemic, the break in the supply chain, the political tension and war environment between Russia and Ukraine, and the trade tension on the China-US axis have all positively accelerated sectors that are prepared for the crisis and engaged in export-oriented production. Our country's machinery sector is steadily rising through the ranks to become a supplier to the rest of the world, particularly European countries with its diverse machine parks and skilled labor force. With its high product quality, Polat Group Redüktör, which we represent, increases its share of this ever-growing cake. Alp Güç Aktarma Teknolojileri provides nationwide service to the agriculture, construction, mining, transportation transmis-



Dr. Erkan Şimşek
General Manager
Alp Güç Aktarma Teknolojileri A.Ş.



sion machinery sector, iron and steel processing industry, and food manufacturing industry with our large inventory. In this context, we provide the machinery manufacturing industry with power transmission system components such as gearboxes, electric motors, hydromotors, vibration motors, oscillation dampers, and brakes.

What advice do you have for people who want to be successful in sales or who want to buy a brand franchise?

Sales can be viewed as a measure of a brand's success, but in order for this to be a long-term success, customer happiness must be achieved. As a result, a customer-supplier relationship with no losers will be established if the customer's true needs are correctly identified and met in the best way possible with the brand's products. This relationship serves as the foun-

ation for a system in which both parties benefit in the long run. We can see from dozens of sales books and their field reflections that the path to successful sales is to correctly understand the customer's demands and to be able to meet these demands on time. As long as the sales engineer is patient in listening to his/her customer and aware of the opportunities that the organization for which he/she works can provide, he/she will have closed a sale in which the company, the customer, and himself/herself all win.

Many questions must be answered when it comes to franchising a brand. Two major issues, in my opinion, stand out. The first is to determine the size of the target audience that will use the brand's product and to correctly define the product's positioning within the target audience. The second is that the dealer has a favorable cash flow in the payment terms of the sector served and the product supplied (dealership).

“Our country’s machinery sector is steadily rising through the ranks to become a supplier to the rest of the world, particularly European countries with its diverse machine parks and skilled labor force.”

The quality of all services provided between the point of supply and the point of delivery of the product will contribute to the existence and necessity of the dealer. To put it another way, franchising is a service industry. Acting with this awareness will make a significant difference in the quality of the machinery sector.

Finally, do you have anything else you'd like to tell our readers?

As someone who has contributed to the world scientific literature with over a hundred academic studies in my nearly 15 years of academic life, I have always believed that the grounds where theory meets practice should be expan-

ded and I have personally observed in the field that our country needs this in almost every field. The manufacturing industry is a multi-stakeholder ecosystem that includes everyone from students to academics, employees to bosses, bureaucrats to policymakers. Stakeholders can internalize the project culture in their organizations and continue the process if they reconsider 'original' product research and development processes with innovative approaches. In the face of "disruptive" technologies, I'd like to express my conviction that our country can have very strong companies and universities that are ahead of their time.

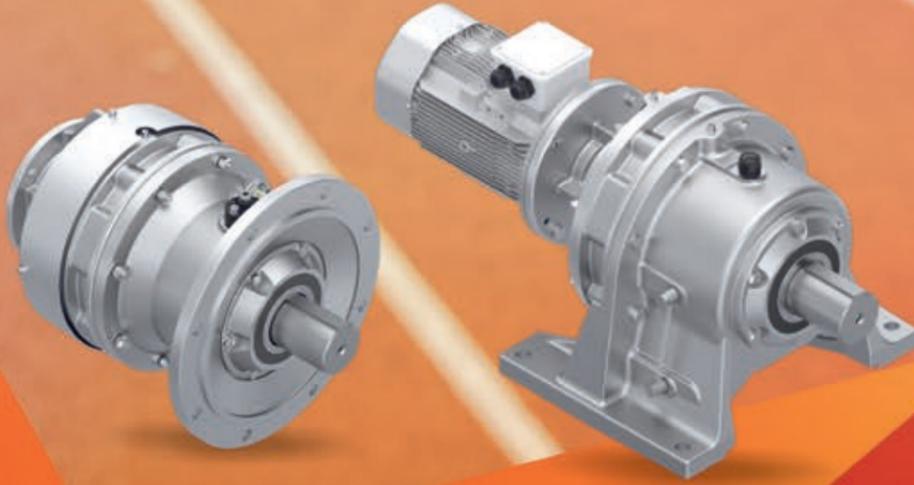


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NEW



► AgroExpo 2023

Between February 1st-5th., 2023, the Fair Izmir event area in Gaziemier hosted the 18th International Agriculture and Livestock AGRO- EXPO Fair. We welcomed our customers at our stand in Hall B 2150, which we shared with Alp Redük-tör, one of our domestic dealers, with our special gearbox solutions for agriculture and livestock. We would like to thank all of our business

partners who provided us with valuable feedback on sectoral trends, market developments, and valuable visits.



► **PGR Fair Calendar**



Ligna '23 is the International Wood and Woodworking Machinery, Plant and Equipment Exhibition held in Hannover, Germany. Organized by Deutsche Messe, Ligna Hannover aims to bring together exhibitors and visitors from the Woodworking Technology and Forest Products sectors

April 17 - 21

Ligna '23

June 7 - 10

**HANNOVER
MESSE '23**

HANNOVER MESSE 2023 aims to showcase the latest and revolutionary technologies to overcome industrial challenges on a global scale and create added value for companies. As the leading event for industrial technology, it brings together leading companies from various sectors such as mechanical and electrical engineering, digital and energy to provide sustainable solutions for the producing industries. This event is the meeting place for all technological developments in these fields. As Polat Group Redüktör, we are waiting for you, our valuable business partners, at our stand in Hall 6, C07.

May 15 - 19

WIN EURASIA '23

WIN EURASIA (World of Industry) Fair, the largest international industrial fair of the region and the sector, which we are participating as Polat Group Redüktör, will open its doors at Istanbul Expo Center between 7th - 10th June 2023. 29th International WIN EURASIA Fair will provide a unique opportunity to experience the manufacturing industry in 360 degrees, and will be the meeting point where all innovations in the sector are exhibited together.



DairyTech '23 Fair ◀

DairyTech is the only international exhibition in Russia encompassing the full range of equipment for milk processing and dairy production.

Exhibiting is an opportunity to find new customers and meet up with existing ones, as well as to present products and equipment in action to over 5,000 professionals from 76 regions of Russia and 38 different countries

▶ SMAgua 2023 Fair



SMAgua, one of the most important exhibitions in Europe, attracts professionals from all over the world who find a wide showcase with the latest equipment and technologies applied to the water cycle.

The event, with more than 45 years of existence, has become the essential meeting point for the sector thanks to its clearly innovative position, the quality of its technical conferences and the numerous presentations of products, equipment and technological solutions.



We have faith in
Turkey's power.

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We will walk together.
We will solve it together.



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HOW TO GET READY FOR AN EARTHQUAKE ?

The recent severe earthquakes have brought back memories of the expected earthquake. Sharing information about what we should be prepared for during and after the earthquake has become critical in these days, when our helplessness in the face of the earthquake reality is once again surfacing.

It is widely acknowledged that earthquakes do not have catastrophic consequences when proper precautions are taken to survive the expected danger with minimal damage, we must be informed and learn to live with earthquakes.

We Need an Earthquake Kit

It is critical to ensure that the ingredients you add to the bag are sufficient for 48 to 72 hours.

Keep the disaster kit you prepared in a location along the escape route you determined



Actual

What to Do Before an Earthquake

- ◆ Create your own escape plan.
- ◆ Inform everyone in your family about what to do in case of an earthquake in different locations such as underground stations, elevators, seaside, ground floor, etc.
- ◆ Secure fall hazard objects such as appliances, furniture and bookshelves to the wall.
- ◆ Learn basic first aid knowledge.
- ◆ Insure your home and workplace against earthquakes.
- ◆ Clarify how you will communicate within the family. Identify a meeting point where you can gather when you cannot reach each other.
- ◆ Practice taking the fetal position by lying on your side or on the edge of your bed in case you are caught asleep by an earthquake.
- ◆ Have a relative keep notarized photocopies of important documents and invoices.



What to Do Before an Earthquake

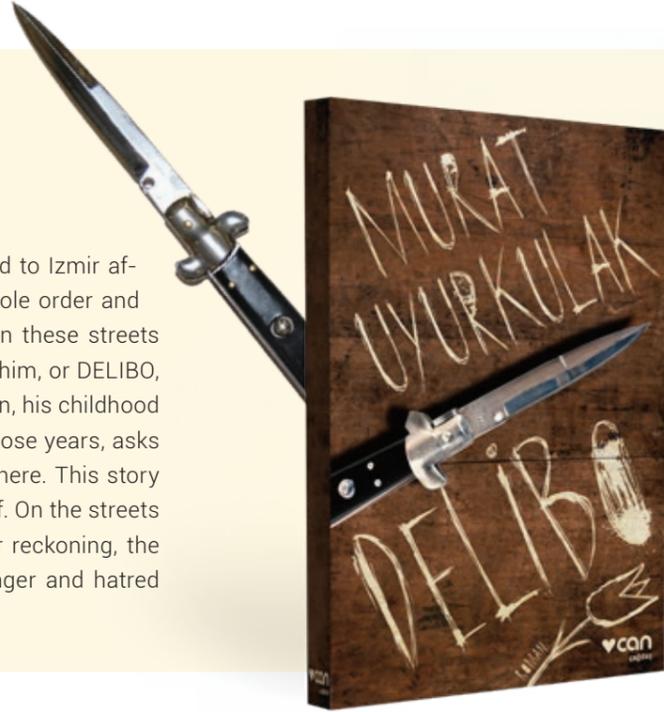
- ◆ Exit the building if you are near the exit.
- ◆ If you are far from the exit, find a safe place to wait until the shaking stops.
- ◆ Bend in the fetal position next to a sturdy piece of furniture that can withstand the weight and protect your head.
- ◆ While waiting for the earthquake to pass, squat or lie down on the ground. Maintain your current position until the shaking stops.
- ◆ Never stand on balconies or stairwells.
- ◆ Use the stairs instead of the elevator.
- ◆ Never use the stairs in a crowded place such as a school, cinema, workplace, or theater.
- ◆ If you are outside, wait for the earthquake to pass in a safe location away from falling debris, glass, electricity, and pole wires.
- ◆ If you are in a parking garage during an earthquake, get out and lie down on your side next to your vehicle. Use your hands to shield your head and neck.

Must Read Books;

We shared our book recommendations with you in our previous issue. We will be with you in the second quarter of the year with our new book recommendations. If you want to read the recommended books and provide feedback, please contact us via our social media channels. We wish you a pleasant reading experience.

Murat Uyurkulak **Delibo**

Yusuf, the protagonist of the story, has returned to Izmir after many years, having somehow upset the whole order and had to leave when he was only 18 years old. In these streets where he spent his childhood, Ibrahim, Deli İbrahim, or DELIBO, who accompanied those ages, was lost. Yasemin, his childhood sweetheart Yasemin, whom he was stylish in those years, asks for Yusu's help while looking for Delibo everywhere. This story is about the love that Joseph could not get rid of. On the streets of Izmir during the search, he reveals his inner reckoning, the reasons for his breakup and the feelings of anger and hatred created by his past with people.



Roald Dahl

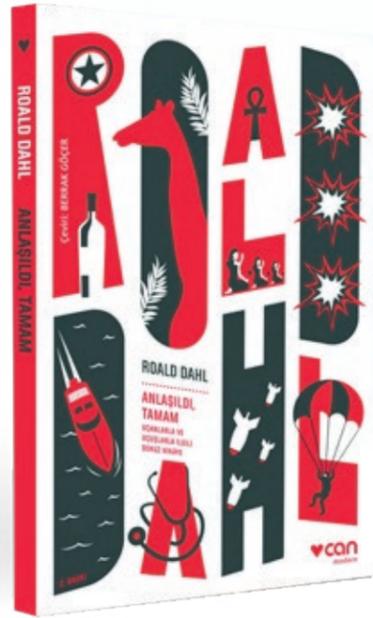
Over to You

A fantastic kingdom awaits you.

Spy, fighter pilot, historian, and physician. A moving and gripping collection of stories told to adults by "Dahl," who you may recognize from Charlie and the Chocolate Factory.

In "Over to You," Dahl, who was stationed as a pilot during WWII, tells the strange life stories and adventures of fighter pilots and their lives on the fine line between life and death in stories full of darkness, excitement, and humor.

"Over to You," describes in vivid detail how human emotions are shaped and transformed in a wartime environment.



Walter Tevis

The Man Who Fell to Earth

It tells the story of a human-like alien, Thomas Jerome Newton, who comes to Earth in a makeshift craft from the more intelligent planet Anthea.

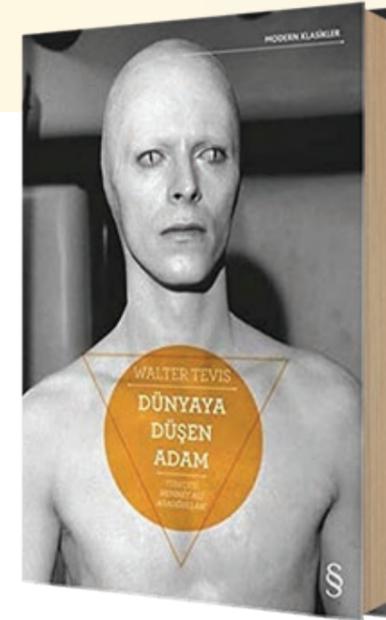
You will find an incredible kingdom.

Newton, who was had to leave his home planet due to the conflict, intends to come back with the spaceship he will fix and take the inhabitants of his planet to the new planet Earth.

A chemistry professor thinks that Newton, who has amassed enormous money as a result of the technology he brought back from his home planet, is actually an alien and is more concerned with the new goods that Newton's company is producing than with his wealth.

The actual threat to Newton's objective of going home is neither the chemistry professor nor the FBI; rather, it is his gradual resemblance to its inhabitants over the course of his years on Earth.

The true enemy of this human-like extraterrestrial during his stay is becoming human.



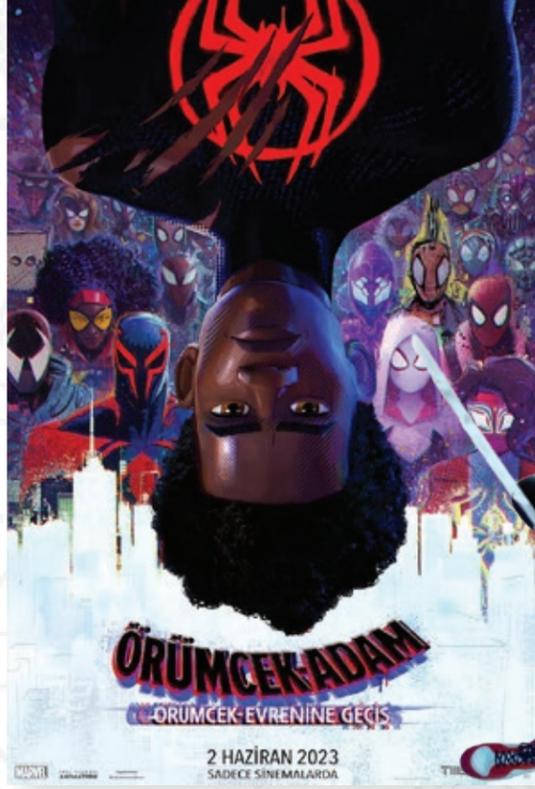
Stefan Zweig

Chess

It tells the story of a man who discovers the rules and details of chess through a book he picks up by chance and turns this mind game into a passion that develops into a brain disease. In fact, this is more of a farewell letter than a story. The book, which he finished a few months before committing suicide in exile in Brazil because he couldn't bear his life there, points to the destruction of the new European culture under socialist threat. Zweig chose to say goodbye to life as he did to European culture, and his final book, Chess, is an extraordinary long story, short but impressive in every way, with its tense content and the theme of the protagonist's mental disorders. It is a magnificent work with a total of 71 pages.



Cinema Diaries - Upcoming Films;



Spider-Man: Across the Spider-Verse

Directed by: Joaquim Dos Santos, Kemp Powers, Justin K. Thompson

A follow-up to 2018's "Into the SpiderVerse." The film follows "Miles Morales, Gwen Stacy, and a new team of "Spider-Men" from the multiverse as they face off against villains with varying abilities



Indiana Jones and the Dial of Destiny

Directed by: James Mangold

1981 yapımı "Indiana Jones 1: Kutsal Hazine Avcıları"nın beşinci devam halkası olan filmde Indiana Jones'un yeni maceralarına tanık oluyoruz. Maceracı arkeolog Indiana Jones'u bir kez daha Harrison Ford'un canlandıracağı yapımın yönetmen koltuğunda Steven Spielberg oturuyor. Filmin senaryosu ise serinin 4. filmi Indiana Jones ve Kristal Kafatası Krallığı'nın senaristi David Koepp'e emanet.



The Son

Directed by: Florian Zeller

After his parents' divorce, Nicholas goes through a difficult period and loses interest in the world. Nicholas, who is no longer as cheerful as he once was, skips classes and begins to lie. Nicholas moves in with his father, believing that once he begins living with his new family, everything will be fine. When he moves, he realizes he doesn't want to be there and decides to return to his mother's house. Is there any chance Nicholas will move back in with his mother? Over-attachment brings with it many dangers bring it.



A Man Called Otto

Directed by: Marc Forster

Based on the novel by Fredrik Backman, "A Man Called Otto" tells the story of a retired and cranky man. Having lost his wife and spending his days visiting her grave, Otto Anderson's only pastime now is to criticize his neighbors, whom he has annoyed to death. When a strange family with two small children moves in on the street of a fifty-nine year old man, the crotchety old man of the neighborhood, things take a very unusual turn.

They quickly form an unexpected friendship.



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